

MARKETING CONSULTATION

The all-inclusive guide for those seeking a trusted real estate advisor.
Because who you work with matters.

Summit | Sotheby's
INTERNATIONAL REALTY





WHO YOU WORK WITH MATTERS.

Do you believe your property will sell for a fixed price or do you believe there is a range of value based on marketing, brand recognition, and the negotiation skills of your REALTOR®?

This book is designed to show you the specific strategies we use to provide our clients with the highest level of service and our proven strategies that obtain the highest possible sale price for our clients.

CONTENTS

About Nancy Tallman	6
Partners	8
Recent Sales	10
Client Representation	12
Summit Sotheby's International Realty Marketing	16
Sales and Marketing Plan	19
Nancy Tallman in the Press	22
Client Testimonials	26
Giving Back	30
Our Global Network	32
Contact Information	35



ABOUT NANCY TALLMAN



Nancy Tallman is one of the most accomplished and recognized REALTORS® in Summit and Wasatch Counties, as dedicated to her clients' objectives as she is knowledgeable about the Park City area real estate market. Her production has put her in the top 1% of all REALTORS® for several years.

Nancy's professionalism stems from 16 years in the healthcare industry, where she negotiated complex, multi-million-dollar contracts. Since relocating to Park City from Los Angeles in 2003, Nancy has leveraged her expertise to provide innovative marketing strategies, aggressive negotiating, and creative problem solving to benefit the hundreds of clients she has served.

A real estate industry leader and published author, Nancy was president of the Park City Board of REALTORS® and served as dean of the Utah Association of REALTORS' Leadership Academy. She is a recipient of the prestigious Utah Association of REALTORS® "President's Award" as well as the Park City Board of REALTORS®' "Meritorious Service" award. Nancy has also served on the boards of many of Park City's non-profit organizations.

Nancy balances the demands of a successful business with her family and still finds time to partake in the lifestyle that lures so many to Park City, from CrossFit and power yoga to skiing and hiking.

“Two words: Pick. Nancy. I can't praise Nancy enough. She represented us both as a buyer and a seller, remotely both times (we live in Texas). She got us an outstanding deal both times. With every interaction you know you're working with a seasoned professional. She went out of her way to make our transactions as seamless as possible. She kept us informed about the process and let us know exactly what to expect. It was clear she had our best interests in mind at all times. I've worked with a few realtors in other locations in the past couple of years, and Nancy is head and shoulders above the rest. You know you're in good hands and don't have to worry about anything, even if (like me) you are 1,500 miles away. If you want a true professional who knows the market better than anyone, you can't do better than Nancy.”

R O B V .



PARTNERS

In today's competitive market, the biggest mistake you can make is underselling your home. A systematic, detailed and strategic marketing approach will place you in the most advantageous position. Nancy and her partners ensure personalized service and attention to every detail in the home selling process.



JUSTIN ALTMAN

In a community of transplants, Justin Altman is able to give his buyers and sellers an authentic local's perspective on the Park City lifestyle, marketplace, and the town's evolution. His parents relocated to Park City just before his fifth birthday. Justin attended Park City's public schools and the University of Utah.

Justin's affinity for meeting new people and helping them with something meaningful and life-changing drew him to the real estate industry. He combines his passion for data analytics and extensive knowledge of Park City's neighborhoods to help buyers and sellers achieve their real estate goals. Clients value his unmatched patience and warm demeanor, making them feel comfortable and special. Justin chairs the Park City Board of REALTORS®' MLS Committee and leverages his familiarity with

the technology into expert pricing and data analysis.

A member of Stay Park City Cycling Club, Justin is an avid cyclist and also enjoys teeing up on Park City's magnificent golf courses. In the winter, he can be found alpine skiing at Park City's famed resorts. He married his high school sweetheart and they are raising their family in Park City.



LINDSAY REITAL

A native of Southern California, Lindsay and her family spent time in Northern California before making Park City their forever home in 2011.

Lindsay spent twenty years in healthcare and was most recently Senior Vice President of Strategy, Marketing and Operations for CNECT, a national Group Purchasing Organization. She left the corporate world to focus on helping clients with their real estate goals. Lindsay is results driven and detail oriented.

She has remodeled two homes in Park City and has a great eye for properties that would be good choices for updating. Lindsay and her husband have two teenage daughters who are both elite competitive athletes.



TINA ADKINSON

Tina grew up in Northern California and has lived in Park City for 19 years where she is raising her two sons. She has a passion for the outdoor lifestyle and beauty of Utah, and is an avid golfer, skier, hiker, mountain biker, yoga practitioner and lover of nature.

After several years as an event planner, Tina transitioned into real estate knowing that her knowledge of the area and her passion for the Park City lifestyle was something she could genuinely share with clients.

She supports Nancy, Justin and Lindsay with logistics, marketing, client communication, and anything else required to provide a superior client experience.



RECENT SALES

Nancy and her partners represent clients who purchase and sell Park City and Wasatch County real estate in every community and price point. They believe luxury is not a price point, but a level of service. Below are Nancy and her partners' 2021 sales.

ADDRESS	SUBDIVISION	PRICE	SIDE	ADDRESS	SUBDIVISION	PRICE	SIDE
9100 Marsac Avenue, #1032	Montage	\$6,750,000	Buyer	13281 Alexis Drive	The Retreat at Jordanelle	\$955,000	Buyer
1689 N Chimney Rock Road	Red Ledges	\$3,990,000	Buyer	8664 Gorgoza Drive	Hidden Cove	\$950,000	Seller
31 Ashley Court	Park Meadows	\$3,795,000	Buyer	1253 Hailstone Drive	Shores at Stillwater	\$950,000	Buyer
15 King Road	Old Town Area	\$3,750,000	Buyer	3751 Blackstone Drive, #1J	Blackstone Residences	\$949,000	Buyer
4 Royal Court	Deer Valley® - American Flag	\$3,695,000	Buyer	1110 Station Loop	Blackhawk Station	\$830,000	Seller
6868 Saddle Court	Pineridge	\$3,400,000	Seller	149 Head Court	Racquet Club	\$800,000	Buyer
3335 Niblick Drive	Jeremy Ranch - Back Nine	\$3,099,000	Buyer	1075 Turnberry Court	Turnberry	\$795,000	Buyer
1201 Cutter Lane	Ranch Place	\$2,980,000	Seller	8077 Courtyard Loop, #3	Courtyards at Quarry Village	\$790,000	Buyer
952 Cutter Lane	Ranch Place	\$2,970,200	Seller	909 Peace Tree Trail, #513	Black Rock Ridge Luxury Condos	\$784,900	Buyer
2718 E Bitter Brush	Promontory	\$2,950,000	Buyer	988 S 960 E	Heber City	\$784,000	Buyer
2958 Daybreaker Drive	Jeremy Ranch - Back Nine	\$2,575,000	Seller	153 Dunlop Court	Racquet Club	\$725,000	Seller
2765 Daybreaker Drive	Jeremy Ranch - Back Nine	\$2,417,500	Seller	959 Park Avenue	Old Town Area	\$710,000	Buyer
9010 Saddleback Drive	Jeremy Ranch - Wildflower	\$2,350,000	Buyer	38 Racquet Club Drive	Racquet Club	\$665,000	Seller
7833 Tall Oaks	Pinebrook - Echer Hill	\$1,995,000	Buyer	11044 Orion Drive	Skyridge	\$650,000	Buyer
9225 Jeremy Road	Jeremy Ranch	\$1,975,000	Buyer	3355 Sante Fe Road	Quarry Springs	\$645,000	Buyer
9270 Sand Trap Court	Jeremy Ranch - Back Nine	\$1,951,000	Seller	5501 N Lillehammer Lane, #4207	Bear Hollow	\$645,000	Buyer
9290 Sand Trap Court	Jeremy Ranch - Back Nine	\$1,900,000	Seller	6749 North 2200 West, #B301	Crestview	\$634,500	Seller
11365 N Shoreline Court	Shoreline	\$1,875,000	Buyer	2025 Canyons Resort Drive, #D8	Canyons Resort - Red Pine	\$630,000	Buyer
4134 Cooper Lane, #21	Virdian	\$1,800,000	Buyer	6169 Park Lane, #38	Newpark Terrace	\$585,000	Buyer
7559 Whileaway Road	Silver Creek	\$1,780,000	Buyer	909 Peace Tree Trail, #310	Black Rock Ridge Luxury Condos	\$569,900	Buyer
536 S Lindsay Spring Road	Crossing at Lake Creek	\$1,730,000	Seller	6785 North 2200 West, #A305	Crestview	\$525,000	Seller
1471 Crescent Road, #131	Crescent Ridge	\$1,600,000	Seller	8350 Ponte Drive, #111	Pinebrook Pointe	\$525,000	Seller
8939 Flint Way	Jeremy Ranch	\$1,550,000	Seller	11896 Gemini Way	Skyridge	\$514,800	Buyer
13215 Alexis Drive	The Retreat at Jordanelle	\$1,395,000	Buyer	2100 Canyons Resort Drive, #14C1	Canyons - Hidden Creek	\$460,000	Seller
3571 Wagon Wheel Circle	Pinebrook	\$1,380,000	Seller	1988 South 1100 East, #506	Salt Lake City	\$459,900	Buyer
3571 Wagon Wheel Circle	Pinebrook	\$1,380,000	Buyer	1385 Lowell Avenue, #106	Park City Village	\$429,950	Buyer
588 Thorn Creek Road	High Star Ranch	\$1,345,000	Buyer	1485 Emire Avenue, #304	Silver King	\$395,000	Buyer
357 Big Meadow Drive	High Star Ranch	\$1,295,000	Buyer	909 Peace Tree Trail, #510	Black Rock Ridge Luxury Condos	\$390,000	Buyer
1000 Park Avenue, #A103	Old Town Area	\$1,265,000	Buyer	3720 Sundial Court, #B207	Sundial Lodge	\$388,000	Seller
155 Maple Drive	Summit Park	\$1,200,000	Buyer	3855 Grand Summit Drive, #333	Grand Summit Hotel	\$265,100	Seller
574 Thorn Creek Drive	High Star Ranch	\$1,103,666	Buyer	2015 Prospector Avenue, #200	Prospector Square Condos	\$217,500	Seller
580 Parkview Drive	Summit Park	\$1,100,000	Seller	3855 Grand Summit Drive, #133-7	Grand Summit Hotel	\$205,000	Buyer
1152 W Cadence Court	Black Rock Ridge	\$960,000	Buyer	3855 Grand Summit Drive, #323-5	Grand Summit Hotel	\$160,000	Seller




 WILLOW CREEK
 ESTATES


 LIST \$4,750,000


 REPRESENTED SELLER

1155 OLD RAIL LANE

Before listing with Nancy, these sellers had to navigate offers below current market value. Through strategic marketing initiatives, clients received an offer over one million dollars higher than any previous offer.




 PINERIDGE


 LIST \$3,400,000


 REPRESENTED SELLER

6868 SADDLE COURT

This home set a record for the highest sale price ever in Pinebrook.




 JEREMY RANCH


 LIST \$950,000


 REPRESENTED SELLER

8664 GORGOZA DRIVE

Nancy guided the sellers to prepare this home for sale. Although the home was priced aggressively, a full price cash offer was obtained by a buyer who fell in love with it




 JEREMY RANCH


 LIST \$2,000,000


 REPRESENTED SELLER

4115 MOOSE HOLLOW ROAD

Sold in 35 days without lowering the price after two previous brokers were unsuccessful over a 2 year period.




 GLENWILD

 LIST \$3,200,000

 REPRESENTED SELLER

8030 GLENWILD DRIVE

Closed in 4 months without lowering the price after three previous brokers were unsuccessful over a 2 year period.




 PARK MEADOWS

 LIST \$2,750,000

 REPRESENTED SELLER

9 SPYGLASS COURT

Sold for a record price per square foot in the neighborhood for homes over 10 years old with multiple offers.




 PINEBROOK

 LIST \$1,350,000

 REPRESENTED SELLER

3571 WAGON WHEEL CIRCLE

Nancy helped these clients obtain over asking price for an "as is" offer that included a free six month lease back




 TUHAYE

 LIST \$2,200,000

 REPRESENTED SELLER

9045 TWIN PEAKS

Sold in 35 days without lowering the price after another broker was unsuccessful after 676 days on the market.

THE DIFFERENCE: GLOBAL MEDIA PARTNERSHIPS

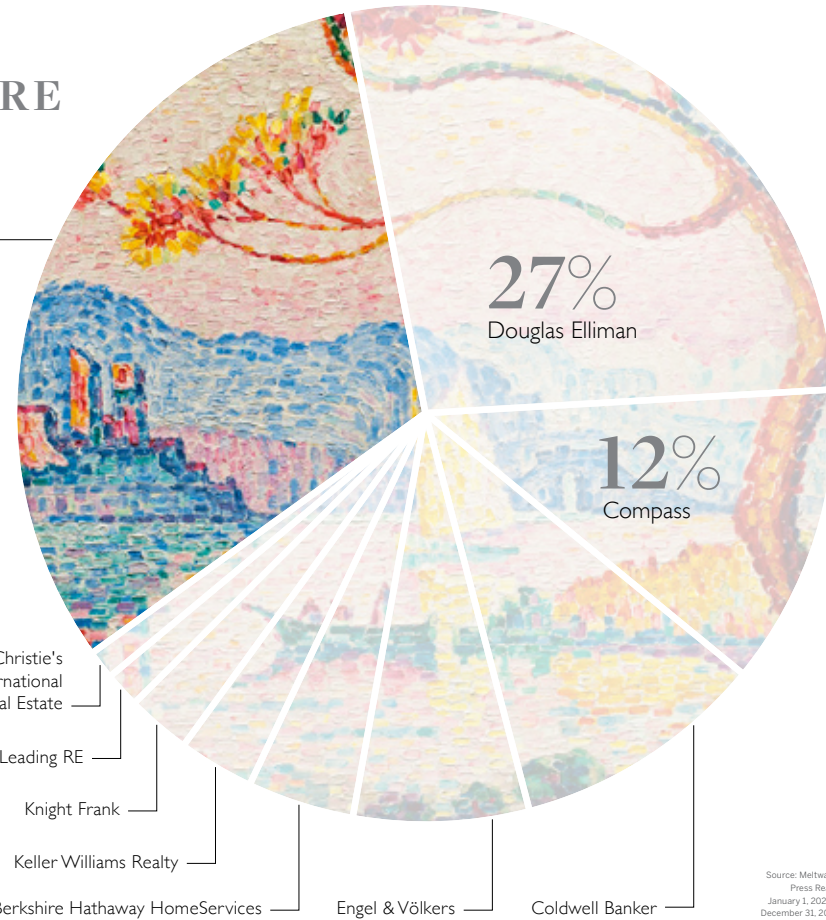
Our strategic global media plan aligns your property with relevant and influential media partners, driving brand awareness and traffic to summitsothebysrealty.com.

Sotheby's
INTERNATIONAL REALTY

**PRESS SHARE
OF VOICE**

32%

35,000 Editorial
Placements in 2020



Source: Meltwater
Press Reach
January 1, 2020 -
December 31, 2020



With an emphasis on brand exclusivity, cutting-edge advertising technologies, strategic partnerships, social media traffic drivers, and video content publishing, Summit Sotheby's International Realty utilizes hand-selected media powerhouses such as Apple, The New York Times, Forbes, The Wall Street Journal and more, due to their international impact and commitment to innovation. The goal: connect your property with a global consumer. Our strategic global media plan aligns your property with relevant and influential media partners, driving brand awareness and traffic to summitsothebysrealty.com.

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INTERNATIONAL REALTY
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THE DIFFERENCE: UNRIVALED ONLINE SYNDICATION

Summit Sotheby's International Realty's strategic online syndication ensures that your property is displayed to a qualified, worldwide audience. We do not rely solely on the MLS. Only with us will your home have the presence it deserves on over 10,000 websites, including the most trafficked news, art, lifestyle, and luxury real estate websites in the world. Supporting our unmatched online distribution of your home is a reporting system, meaning our process is proven, measurable, and transparent.

- Presence on Sotheby's International Realty's Network of Over 10,000 Agent and Company Websites
- Presence on the #1 Most Trafficked Luxury Real Estate Website in the World, sothebysrealty.com
 - 37,365,333 Visits in 2020
 - Webby Award for Best Real Estate Website in the People's Choice Category, 2021
- Listing Traffic, Analytics, and Reporting Sent to You Showcasing Top Feeder Markets, Websites and Most-Viewed Photography
- Audited and Quality-Controlled Photography Ensures that Your Property Stands Out Online and In Print



613 Rossie Hill Drive, Park City

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S A L E S A N D M A R K E T I N G P L A N

Through her unique and personalized approach, Nancy achieves outstanding results for her clients.

S U M M I T S O T H E B Y ' S I N T E R N A T I O N A L R E A L T Y

Nancy is associated with the brand that provides unparalleled exposure to your home locally and around the world.

M A R K E T P R E P A R A T I O N

Market preparation means Nancy and her partners help you maximize the appearance of your home so buyers will fall in love with it. Buyers pay more for homes they love.

P H O T O S

We have five seconds to catch the attention of an online buyer. Nancy art directs the photo shoot and ensures the best photos of your home are at the start of the tour to capture and maintain viewer attention.

C O P Y W R I T I N G

Each property description is carefully crafted by Nancy, with catchy headlines, to capture the essence of your home. The description is then reviewed with the owner to ensure no important detail is left out.

S H O W I N G S

Your home will be shown by Nancy or a partner to sell its important features and benefits and make sure your home is locked and secured after the showing. We do not leave it to chance for the buyer to figure out what makes your home special.

N E G O T I A T I O N

Nancy's years of experience negotiating hundreds of real estate purchase contracts and multi-million dollar healthcare contracts give you a clear advantage during the negotiation of the purchase contract and contingencies. Nancy has dealt with almost every possible situation and approaches problem solving with surgical precision. You will definitely want her expertise on your side of the negotiation.

E X C E L L E N T R E L A T I O N S H I P S W I T H O T H E R A G E N T S

Nancy is a high producing, award winning, former President of the Park City Board of REALTORS. Other agents respect her, like showing her listings, and working with her.

W O R L D W I D E C O N N E C T I O N S

Nancy is a member of the Sotheby's International Realty network, Who's Who in Luxury Real Estate, and the exclusive Utah member of Haute Residences. She has relationships with agents around the country and around the world. She will showcase your property to the right buyers.

T E C H N O L O G Y

Nancy leverages the latest technology, including virtual staging, email marketing, social media marketing, drone, and video to provide the best exposure for your home.

MARKETING STRATEGY

PHASE 1 / MARKET PREPARATION

- Marketing preparation meeting
- Consultation with home inspector to prepare your home for inspection
- Consultation with design professional to prepare your home for photography
- Provide referrals to service professionals if needed
- "Coming Soon" marketing

PHASE 2 / CREATION OF MEDIA ASSETS


- Photo shoot
- Matterport (3-D Tour) Shoot
- Video shoot
- Edit photos
- Craft advertising copy (MLS, digital, print)
- Draft "Features List"

PHASE 3 / MEDIA EXPOSURE

- Your home syndicates to over 10,000 real estate websites worldwide
- ONLY by listing with Summit Sotheby's International Realty, will your home be included on sothebysrealty.com and luxuryrealestate.com, the #1 and #2 most highly trafficked luxury real estate websites in the world
- Your home will syndicate on sites such as The Wall Street Journal, Bloomberg, Zillow, Trulia, Realtor.com and UtahRealEstate.com, the #1 real estate site in Utah
- New listing e-blast to thousands of brokers
- Broker open house tour
- Print advertising in the Park Record, Salt Lake Tribune, Salt Lake Magazine, and Collections Magazine
- Beautiful printed brochures displayed in your home and at Summit Sotheby's International Realty offices
- Summit Sotheby's International Realty signage
- Permanent sign flyers
- Social media, including Facebook & Instagram
- insideparkcityrealestate.com (Nancy's highly trafficked website) and Nancy's weekly e-blast which reach thousands of potential buyers each month
- Nancy is the only Utah member of Haute Residence. This enables Nancy to expose her listings to over 200,000 followers of Haute Residence's print, online, and social media




YOUR HOME



Email Campaigns to Local & National Realtors



Virtual Tour



Realtor.com Enhanced Advertising



Exclusive Partnerships with The New York Times & The Wall Street Journal




Custom Marketing & Print Campaigns



Award Winning Collections Magazine



10,000+ Real Estate Websites



Social Media Exposure

Park City expects foreign investors to buy homes

Real estate »
Canadians and Mexicans are largest international home buyers right now.

By **BUBBA BROWN**
The Park Record

Park City „For years, people visiting Park City from across the country have fallen in love with the town. Many have returned to make it at least a part-time home. If local officials in the real estate market are right, more people from around the world are going to soon start following suit.

Nancy Tallman, president of the Park City Board of Realtors, said local Realtors are preparing for an influx of foreign investors over the next few years. The trend is being driven by Vail Resorts' increased presence in town. The Epic Pass Vail offers at Park City Mountain Resort and Canyons Resort and the rest of their properties around the country is sold all over the world and grants access to ski resorts in several countries.

As more foreigners take advantage of the pass to visit Park City, Tallman said, they're going to discover Park City is a great place for a ski home. Among the perks foreign investors may find attractive are convenient access to an international airport and, perhaps more importantly, prices well below peak value.

“You’re going to get people coming from different parts of the world to ski here,” she said. “People from Europe, South America, Mexico are going to come because for \$729 they can ski all week at two resorts in Park City.”

“In New York, L.A., Miami. You’ve got investors coming in and buying the properties,” Tallman said. “A lot of those people are very wealthy and they have multiple homes. And some of those individuals may desire a ski home at some point, and we may see them coming here to Park City.”

Steve Roney, chairman and CEO of Berkshire Hathaway HomeServices Utah Properties, said foreigners are not yet entering the market in great numbers. But like Tallman, he expects them to come.

“While we have yet to see a large number of international buyers in Park City, I think it likely we will see more in upcoming years,” he said in an email statement to The Park Record. “Mexico and Canada currently constitute the majority of foreign buyers in Park City, and our Realtors have reported seeing an increase in international visitors from these countries in the past few months.”

Tallman expects international investors to move quickly and grab real estate in town while it’s relatively cheap. The Census Bureau says the median home price in Park City is \$721,400. The cur-



FRANCISCO KJOLSETH | Tribune file photo

Skiers and snowboarders ride the Payday lift at Park City Mountain Resort in 2012. Some officials believe that more people from around the world will make Park City at least a part-time home.

rent median price of a single-family home is 12 percent below peak values.

Tallman said that, overall, foreign investors entering the market is a positive trend for local real estate.

“It’s always a good thing when we have demand for our properties. It helps increase value,” Tallman said.

But while higher prices may be good for real estate, they will be accompanied by a less-welcome trend, Tallman acknowledged. More would-be buyers will be unable to find a home in their price ranges - something that can already be difficult due to the lack of inventory that has been plaguing the market in recent quarters.

Thomas Wright, president and principal broker of Summit Sotheby’s International Realty, acknowledged prices will go up along with foreign investment but said the good far outweighs the bad.

“Having a good, healthy supply of people who are interested in buying in Park City will always be a positive thing,” he said. “I think it’s hard for some of us to watch our small quaint mountain community be more internationally recognized, because it will bring more people here. And that growth can be challenging but Park City’s local leadership has always done a good job managing that.”

COVID effect? The Park City-area housing market is booming but planning applications are down.

News **FOLLOW NEWS** July 31, 2020

Alexander Cramer **PHOTO**
alexander@parkrecord.com



(David Project/Park Record)

The Park City-area housing market is hot, Realtors say, as buyers look to escape urban environments seen as COVID-19 hot spots or embrace the freedom of movement granted by working remotely.

But Summit County’s community development director says new development projects in the pipeline are slowing down and numbers are off significantly from this time last year.

Putt says it’s too soon to know if this is the beginning of a larger slowdown, the result of cautious developers waiting for the pandemic to play out or maybe the first signs of a shift prompted by the novel coronavirus in how humans use land.

“I think the country has gone through a pretty radical market and economic adjustment here, and as goes the world or the national economies and markets, so will go Park City. I can’t say we’re absolutely perfectly reflect that. I mean, we’re down, I’m not surprised by the fact that we’re down,” Putt said. “... Everybody is acutely anxious right now. We all hope that we’re going to survive this as whole as we can where we’re not seeing just the bottom drop out here. And it has in the past.”

“One of the things we’re seeing is people who are able to work remotely are saying, ‘If I can work remotely, why not work in Park City?’ - Realtor Nancy Tallman on the area’s booming housing market

He said the number of planning applications submitted to the county has dropped by about 25% compared to last year at this time and that the value of new construction in the county is off by more than 40%. But development projects continue to populate the agendas of public meetings and his office is busy processing applications for permits.

Single-family home construction and remodeling continue to be busy, he added.

“We haven’t ground to a halt by any stretch of the imagination,” Putt said.

The story is different for those downstream of the approval process who buy and sell real estate.

Some Realtors are saying they’re as busy as they’ve been in 20 years or more, with single-family homes and condominiums that have separate entrances drawing particular interest.

“This just started about five weeks ago after the town opened back up. People are coming here and buying like crazy,” said Nancy Tallman, a former president of the Park City Board of Realtors. “If you just drive around town, you will see tons of out-of-state license plates. I think people are fleeing urban areas. ... They’re trapped in urban condominiums with their families. They want to come here, they want a place where they can have some space and get outside and go to the grocery store and have some semblance of a life. One of the things we’re seeing is people who are able to work remotely are saying, ‘If I can work remotely, why not work in Park City?’”

Melissa Band, a Realtor and former chair of the Park City Planning Commission, said the market is “crazy.”

“I’ve been in real estate 20 years - I don’t think it’s ever been this busy,” Band said. “... Everybody’s buying and if they’re not buying, they’re remodeling.”

She said her business is showing properties to clients two or three times a day, sometimes virtually, and that numerous clients have made offers on properties they had never set foot in after being given a virtual tour.

Several Realtors who spoke to The Park Record theorized that the COVID-19 pandemic is pushing people out of metropolitan areas seen as hot spots of the disease and that Park City’s mountains, open space and proximity to an international airport are increasing its attractiveness.

And low interest rates are also making it an appealing time to buy, they said.

Band said that some of her clients from California are weighing whether to home-school their children in what may become a second home here, or its fact send them to Park City schools, while the family heads to the mountains to wait out the virus.

Tallman said many of her clients are asking about the potential of earning income by renting out the property.

Park City School District business administrator Todd Hauber said it’s too soon to tell if the district will see an influx of enrollment related to COVID-19, but that he’d heard similar rumors. He said data will be available around the time students return to school Aug. 20.

The Realtors said that the gains made in recent weeks came on the heels of a virtual freeze during March and April when many properties were taken off the market and contracts were canceled amid panic and uncertainty.

“March and April, I think everyone in our business was wondering if we were going to experience a big recession again like 2009,” Tallman said. “I mean, it was a little scary. There was just nothing going on. ... There were so many cancellations at the beginning of this because people were scared.”

Putt said it’s too early to know how the pandemic will affect land use going forward, but one potential impact might be a reduced emphasis on dedicated commercial office space as workers increasingly work remotely.

Though the project application numbers are down, Putt said that the county has processed many permits that applicants had yet to pick up or pay for, meaning the slowdown might end suddenly.

And Band suggested that contractors in the area are working full-tilt and that it has taken weeks to receive bids for some remodeling and roofing projects she’s been involved with.

In looking at the area’s economic resiliency, Putt said that the Park City-area real estate market is buoyed by its transition in recent years from a winter-only destination to more of a year-round attraction.

That’s a point echoed by Rick Shand, a past president of the Park City Board of Realtors, who said that a previous boom in the early 2000s might have been attributable to the 2002 Winter Olympics, and a new surge has taken hold after Vail Resorts came to town.

He said this market is a beneficiary of the “Vail effect” bringing in new buyers from markets like in Texas and Mexico City who previously might have overlooked the Beehive State, coupled with people from hot climates who want a home in the mountains to escape the heat.

“I think since Vail has been in place in Park City ... that’s been driving a lot of our growth,” Shand said. “We are seeing people coming into Utah that wouldn’t give it the time of day. People are going Park City and Utah a try and they like what they see.”

UNIQUE
Resort Realities
What's Driving Second-Home Destinations?
Resort Cover
Coveted in Coto de Gaza

THIS IS PARK CITY
Unique Homes Magazine

This is Park City
By Camilla McLaughlin
Vail and Aspen's snowiest competitor has become a compelling destination.

1000PARKAVE.COM
Walk to Park City Skiing and Main Street.
3 BR | 3 BA | 1,707 SF | \$1,300,000

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COVID EFFECT? THE PARK CITY-AREA HOUSING MARKET IS BOOMING BUT PLANNING APPLICATIONS ARE DOWN
Park Record

“One of the things we’re seeing is people who are able to work remotely are saying, ‘If I can work remotely, why not work in Park City?’”

- REALTOR® Nancy Tallman on the area’s booming housing market

TOP AGENT MAGAZINE

Nancy Tallman
For nearly 2 decades Nancy Tallman, top agent with Summit Sotheby’s International Realty in Park City, put her Master’s Degree to work in the healthcare industry, where she was responsible for negotiating multi-million dollar contracts between physician groups, hospitals and insurance companies. But she was harboring a secret career goal. “I had always dreamed of running my own business. I was also passionate about real estate. I would visit open houses for fun, and I always knew what homes in my neighborhood were selling for.”

Thus, when she and her family moved to Park City from her native Los Angeles in 2003, she saw the perfect opportunity to make her dreams become a reality. She also knew that she needed to learn the real estate industry from the ground up.

“I became an assistant to an agent, and learned everything I could,” she says. Within two years, her earnings from her own clients had surpassed her income as an assistant, and Nancy was ready to go out on her own. By 2006, she had done just that, and says, “I’ve never looked back. I love it. I love the people I meet, and I love getting them an excellent deal.”

Although the recession hit within just a few years, Nancy remained undeterred. “I never considered leaving real estate. A lot of people said they’d been through down cycles and were going to take a year off. I couldn’t imagine doing that. I loved real estate. A lot of people lost market share by leaving, and I was able to earn a larger share. My production during the housing downturn remained consistent.” Indeed, Nancy has consistently been one of the top producing real estate agents in Park City for the past nine years.

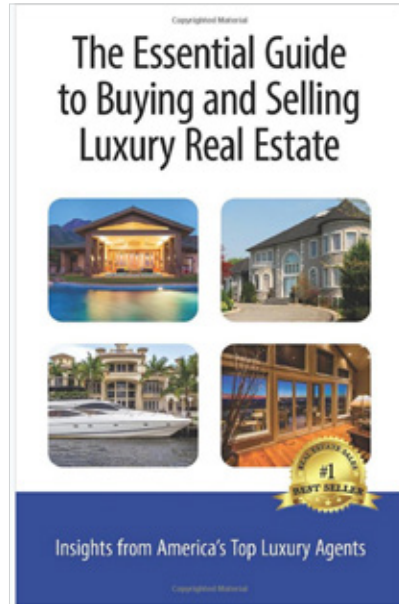
Clearly Nancy has a demanding schedule, but she says she wouldn’t have it any other way. “I am pretty busy, but I enjoy what I do so much. The tremendous satisfaction I receive from helping someone get into or out of a home, is very rewarding.”

She credits her success to her tenured expertise in negotiations, her high standards of service, and her exceptional communication with clients. “This is my second career, and I came into it with a high level of professionalism, and my own high standards for myself. I’m extremely dedicated to helping my clients achieve their goals.”



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NANCY'S ORIGINAL PUBLICATIONS



THE ESSENTIAL GUIDE TO BUYING AND SELLING LUXURY REAL ESTATE: INSIGHTS FROM AMERICA'S TOP LUXURY AGENTS

by Nancy Tallman + 9 more top agents - Available on Amazon

According to the National Association of REALTORS® there are over 1.3 million real estate agent or broker members in the United States. A very small percentage of agents and brokers focus significantly on the luxury real estate market, which is generally viewed as the top 10% of homes in the local market. Values range into the multiple million-dollar price range—a significant financial asset for owners or buyers. The publisher has selected 10 of the top luxury agents and brokers from around the United States to contribute to this book. Each of the contributors has a high volume of completed transactions, is highly rated by their clients, and is an advocate for their clients' success. The contributors are spread out geographically from Hawaii to the East coast and represent a mix of metro and resort/vacation locations. Each contributor has provided their insights for luxury home buyers and sellers in their area. We hope that this book will become a useful reference for consumers interested in buying or selling luxury homes around the United States.

In addition to co-authoring an Amazon bestseller, Nancy has a renowned web blog where she publishes weekly articles for her followers. Since 2008, the Inside Park City Real Estate Blog has been a staple of lifestyle and real estate reading, with topics ranging from a look into the Park City lifestyle to real estate market insights, analyses, and strategies. Search the blog at insideparkcityrealestate.com to learn more about these topics

MAXIMIZING HOME VALUE

6 Way to Sell Your Home for the Most Money

Virtual Staging: Before and After

Brands Like Tiffany's and Sotheby's Deliver the Whole Package

The Power of Working with Top Real Estate Agents

AVOIDING COMPLICATIONS

5 Common Mistakes to Avoid when Selling Your Home

3 Real Experiences with Discount Brokerage Firms

7 Inspection Items that Wreak Havoc on Home Sales

Seller Beware: Obstacles to a Successful Real Estate Sale

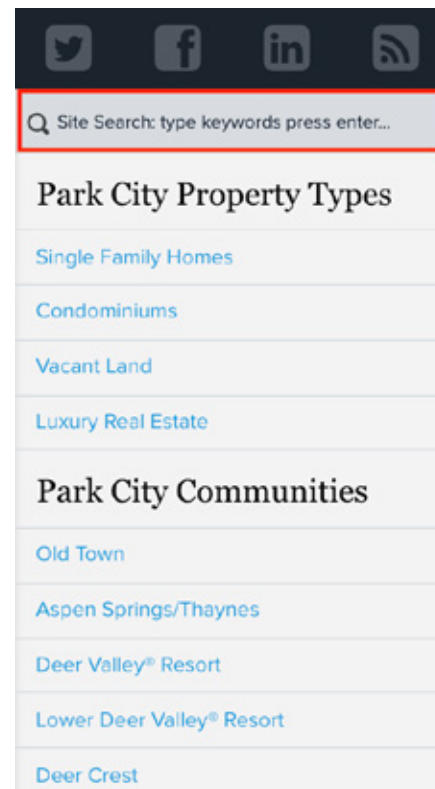
INSIGHTS FORSELLERS

Due Diligence and the Home Inspection Process

What do Millennial Home Buyers Want?

Are you Managing Your Real Estate Like Other Assets?

Sample Closing Statements for Selling Park City Property



WHAT NANCY'S CLIENTS HAVE TO SAY

[Read more of Nancy's reviews on Yelp and Zillow](#)

“ Nancy is simply the best, especially on the selling side. She’s calm, professional, and keeps the ship on its course, even when dealing with extremely difficult buyers, inexperienced agents (on the other side of the deal) and/or just emotional times in general. She sold our home in Park City during the height of COVID. This year has been crazy, to say the least, and she helped us negotiate 5 offers on this house. The first set of offers were in January 2020, however, that buyer was unable to close due to job loss. We re-listed at the height of COVID. And again, Nancy negotiated multiple offers in June, plus a backup in July. We just closed on that home due to her keen industry and negotiating sense. We are currently working through our 4th transaction with her, and I cannot recommend her enough. ”

K R I S G .

“ Nancy’s professionalism and knowledge of the Park City real estate market helped us realize maximum gains from the sale of our Jeremy Ranch home. She was readily available for questions and strategic in fielding offers and advising on responses. Nancy has a great support staff around her who made sure our questions and needs were addressed promptly. ”

D A V E M .

“ Nancy is an exceptional REALTOR®. We were not motivated sellers and wanted a specific price for our home in order to move. She put a plan in action right away which produced 3 offers within 1 week of our home being on the market. It sold for higher than the original price we were hoping for in less than 1 month. Nancy was extremely knowledgeable, responsive and helpful from the very start. She always had a smile on her face and was very strategic in negotiations. I would definitely work with her again and highly recommend her to anyone buying or selling a home. ”

S H A R O N M .

“ I would give 10 stars if I could. From the day I called Nancy for a “What’s my home worth?” meeting, she has impressed me with her skills, knowledge and professionalism. We sold in a ‘sellers’ market’, but Nancy ensured we got top-dollar with zero complications. She and her partner, Justin Altman, run a tight ship and leave nothing to chance. She sent a staging team to optimize the home’s appeal. She gave honest and direct feedback on pricing in this crazy market. She hosted an open house when many realtors chose not to. She responded to every text and call with focused attention. And on top of all that, she’s very nice, warm and fun to work with! Nancy works hard, leaves nothing on the table, and is worth every dime of her commission. ”

K A R E N W .



ADDITIONAL LISTING CLIENT TESTIMONIALS

“ I truly enjoyed working with Nancy. She worked tirelessly to market and eventually sell my property. Although my condo was one her lower priced listings, I didn't feel that I am receiving any less attention and service from her. She spent more time and money on my property as she does on her multi-million dollar listing. I certainly would use and recommend Nancy to all my friends and family. ”

S A S S A N C .

“ Great experience working with Nancy selling our home. She made it seamless with her knowledge, input and quick response to any questions. Thank you for producing five star results during this challenging time. ”

R O N N I C .

“ I've been a Park City local since I was 2 years old. I've bought and sold multiple properties over the years and can truly say that Nancy Tallman is definitely one of the best!! I wouldn't use anyone else. I recently sold a house in Jeremy Ranch and bought another property in Blackhawk Station. Nancy truly went above and beyond at every turn. She responds quickly and I know she always had my best interest at heart. You can't go wrong with Nancy. ”

K E R R Y S .

“ My husband and I have bought and sold two homes over the last 10 years in Park City- all with the expert guidance of Nancy Tallman. We received multiple offers on both our home and our condo because of Nancy's thorough follow up on showings and assertive marketing. Having been a Park City resident for 7 years before moving away, I can attest to Nancy's stellar reputation as a top agent from both the real estate community and the area's residents. Thank you Nancy! ”

K I M S .

“ After 17 years in our home, it was time to downsize. Nancy's market expertise and professionalism was superb. Without fail, she was highly responsive in any communication format we used-text, email, phone. We especially appreciated her knowledge of the industry and her ability to remain supportive, yet provide calibration as needed when challenges arose. To give you an idea of her level of integrity, we were going to rent after our house sold, but Nancy called us and said, "You're not going to believe this, but I just found your new house." She was right, but we hadn't even signed a contract with her to help us find a new house. The point is, Nancy truly thinks about her clients first and works (her tail off) for what's best for them. Whether selling or buying, Nancy executes with style and professionalism and we highly recommend her. ”

M E L I S S A F .

Read more of Nancy's reviews on [Yelp](#) and [Zillow](#)

GIVING BACK

OUR PHILANTHROPY

Nancy Tallman and her partners give back to the Park City community they love through their time and donations. Nancy has been a board member of several community organizations. Below are the organizations Nancy and her partners supported in 2021.

- Bright Futures
- Christian Center of PC
- EATS Park City
- Live like Sam Foundation
- Mountain Trails Foundation
- Nuzzles & Co.
- Park City Board of REALTORS Philanthropic Foundation
- Park City Board of REALTORS Turkey Drive
- Park City Education Foundation
- Park City Farmer's Market
- Park City Film Series
- Park City Ski & Snowboard
- REINS at Saddleview
- St. Lawrence Thrift Store
- Summit County Clubhouse
- Youth Sports Alliance
- Winter Sports School

SUMMIT SOTHEBY'S CARES

At the close of every escrow, Summit Sotheby's International Realty, and its sales associates, including Nancy Tallman, voluntarily donate a portion of earnings to a 501(c)(3) that is called Summit Sotheby's Cares. Through this program, the team at Summit Sotheby's International Realty is able to participate in giving back to the Park City community. With donations since 2010 exceeding \$1,400,000, this program is not about real estate, it is about gratitude and social responsibility.



OUR GLOBAL REFERRAL NETWORK



Connected TO THE FINEST REAL ESTATE AGENTS IN THE WORLD

As a member of both global real estate powerhouses, *Who's Who in Luxury Real Estate* and *Sotheby's International Realty*, Nancy is personally connected to the top real estate agents around the globe. She meets with her colleagues several times each year at conferences and events to review the latest trends and best practices in luxury real estate.

30% of Nancy's business comes from referrals from other agents who trust Nancy.

If you are looking to purchase a property in another part of Utah or anywhere else in the world, Nancy will introduce you to the best agent in that market.



LET'S GET STARTED

My goal is to obtain the highest possible price for each property I list. I accomplish this through my proprietary systems, relationships, and years of negotiation experience.

NANCY TALLMAN Real Estate Strategist

435.901.0659 | nancy.tallman@sothebysrealty.com
insideparkcityrealestate.com

NANCY TALLMAN
REAL ESTATE STRATEGIST

Summit | Sotheby's
INTERNATIONAL REALTY