



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

W H Y W O R K W I T H U S ?

What distinguishes us from other agents is our experience marketing and selling hundreds of homes and negotiating hundreds of real estate purchase contracts. In 2024, more than half of Park City agents had one or fewer transactions. Wouldn't you want someone who sells one property a week versus one property a year representing you? Our deep experience, impeccable reputation, and relationships with other agents gives our clients an edge in negotiations.

It is our mission to provide a superior experience and outcome for each client. Our proven, proprietary listing and marketing process means our clients never wonder what we are doing to sell their home. Each Friday we communicate our marketing efforts, showing feedback, online traffic, and the property's market position. Our clients are highly informed and have an advantage when making decisions about pricing their home and negotiating offers.

W E L I V E W H E R E W E W O R K

Nancy raised her children in Park City and lived there for 18 years. She now resides in the Kamas Valley. Justin was raised in Park City and is now raising his own family there. Dion is raising her sons in the Heber Valley. Crystal is a Summit County Native and has lived in both Summit County and the Heber Valley. Hannah is raising her son in Kamas. Nancy has been a member of four local golf clubs and knows the ins and outs of every local golf course community. We specialize in selling the Wasatch Back (Park City, Heber Valley, and Kamas Valley) and we know this area intimately.

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

We are affiliated with Summit Sotheby's International Realty, the brokerage with the greatest market share in our area. This means we are able to garner interest and create hype with our internal network of top-producing agents at Summit Sotheby's International Realty before our listings publicly hit the market. All of our listings have unparalleled exposure, through the top two most trafficked and recognized luxury real estate websites in the world: Sotheby's International Realty (sothebysrealty.com) and Who's Who in Luxury Real Estate (luxuryrealestate.com).

An in-house advertising agency with award-winning architectural visual media means we work with a curated assembly of photographers, videographers, and graphic designers who understand our high standards. We art direct each photo shoot and carefully edit each photo tour to ensure the best photos of your home are at the start of the tour to capture and engage viewer attention.

The latest marketing and technology, including virtual staging, 3D virtual tours, email marketing, social media campaigns, drone, and video, are leveraged to provide the best exposure for your home.

Worldwide connections to exclusive agent networks such as Sotheby's International Realty, Who's Who in Luxury Realty, and Our Trusted Network mean agents around the world will know about your home and showcase it to their clientele.

W E E A R N O U R F E E B Y P R O V I D I N G S U P E R I O R V A L U E

We have sold properties after becoming the second or third agent on the job, set price records in various subdivisions, and helped "For Sale by Owners" achieve 25% more than they were offered without an agent involved. We achieve success by collaborating with our owners to enhance the property to increase value; create a pricing strategy that entices buyers to write an offer without underselling, provide superior exposure through our marketing tactics; negotiate the details of the offer and due diligence; and manage the transaction to completion. We provide very personalized service during each of these steps, so you will never wonder if you "could have gotten more" for your property.



O U R S T O R Y

After working as a successful solo agent since 2003, Nancy Tallman understood that the real estate business irrevocably changed as clients demanded the same instantaneous attention and high level of service they received from purveyors of technology. Combine those high expectations with a surging real estate market, and Nancy realized she could no longer provide her clients with the highest level of service as an individual agent. She knew a high-performing group would provide a better client experience than a solo agent, every time. Her solution was to handpick elite and talented business partners who embrace her high standards.

Nancy, Justin, Dion, Crystal, and Hannah each bring a unique and special talent to the real estate business. With the leverage of five licensed partners working together, our client experience is seamless and successful.

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. She consistently ranks in the top 1% of REALTORS® year after year. In addition to writing her long-running blog, *Inside Park City Real Estate*, Nancy is the author of *Park City Explorer: Your Four-Season Guide to the Park City Lifestyle*, available on Amazon and at Dolly's Bookstore.

Originally from Los Angeles, Nancy moved to Park City in 2003 and quickly became a trusted name in local real estate. With over 20 years of experience, she offers clients a competitive edge through innovative marketing, aggressive negotiation, and creative problem-solving.

A real estate industry leader, Nancy was president of the Park City Board of REALTORS® and served as dean of the Utah Association of REALTORS' Leadership Academy. She received both the Utah Association of REALTORS® "President's Award" as well as the Park City Board of REALTORS®' "Meritorious Service" award. She is deeply involved in the Park City community and has served on several nonprofit boards.

Nancy balances the demands of a successful business with the lifestyle that lures so many to Park City, from CrossFit and power yoga to skiing and paddle boarding. She hikes the local mountains daily with her loyal German Shepherd by her side.

PARTNERS

Representation matters. Nancy and her partners are consistently in the top 1% of agents nationwide for production. They successfully achieve their clients' goals through their proprietary systems, relationships, and years of negotiation experience. They are known for their personalized approach to service and attention to detail.

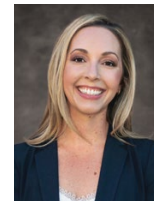


JUSTIN ALTMAN

In a community of transplants, Justin Altman is able to give his buyers and sellers an authentic local 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.



DION NUNEZ

Raised on St. John in the US Virgin Islands, Dion understands the extraordinary lifestyle provided by a resort community. She grew up in the luxury development business and has a great eye for value. She has expertise in helping clients buy and sell full-time homes, second homes, and investment properties in the Park City market.

Buyers appreciate Dion's ability to carefully listen to their desires and suggest the perfect property. Oftentimes, this is a property or location the clients had not even considered. She provides honest feedback every step of the way and calmly solves any problems or issues that may arise. The result is a successful and seamless experience for the client. When showing listings, Dion is quick to read potential buyers, swiftly deal with their objections, and encourage offers. Dion's experience stems from her involvement in nearly 100 transactions in Summit and Wasatch counties.

Dion and her family live in the Heber Valley and fully embrace the mountain lifestyle. Dion is an outdoor enthusiast and spends her free time hiking, skiing, and paddle boarding.



CRYSTAL ROBINSON

Born and raised in Summit County, Crystal has a lifelong connection to the place she proudly calls home. With over 20 years of experience selling real estate, and a background in accounting and business administration, she brings a rare mix of local knowledge and financial expertise to every transaction.

Crystal's passion for real estate started with building and selling her own homes. Today, she draws on that hands-on experience to help clients navigate everything from new construction to investment properties and short-term rentals. Known for her attention to detail, strategic guidance, and strong negotiation skills, Crystal ensures her clients feel confident and informed every step of the way.

When she's not helping clients, Crystal is out enjoying the Utah lifestyle—hiking, biking, skiing, and camping with her three kids.

HANNAH HOFFMAN

Hannah is a seasoned transaction coordinator and operations professional. She started her real estate career in 2018 and quickly became known for her strong work ethic and attention to detail. After moving to Park City in 2020, her dedication to professional growth brought her to Summit Sotheby's International Realty. She has a genuine passion for the Park City area, which is evident in her knowledge of local neighborhoods and activities. In her free time, she enjoys hiking and exploring Utah with her husband and son.

MARKETING PLAN

PHASE ONE / MARKET PREPARATION

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

PHASE TWO / CREATION OF MEDIA ASSETS

- Photoshoot
- Aerial photography, 3D tour, and/or video as applicable
- Edit photos
- Craft advertising copy
- Draft “Features List” and “Brochure” as applicable

PHASE THREE / 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](https://www.sohthebysrealty.com) and [luxuryrealestate.com](https://www.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, Redfin.com, and UtahRealEstate.com, the #1 real estate site in Utah
- New listing e-blast to thousands of brokers
- Broker open house tour, leveraged through ads, social media marketing, email marketing, and events, as applicable
- Print marketing including “Just Listed” postcards to neighbors
- Summit Sotheby’s International Realty signage, if permitted
- Insideparkcityrealestate.com - Our highly visited website, with more than 5,000 unique visitors each month, and our weekly e-blast, sent to thousands of potential buyers and agents each week



ONLINE SYNDICATION TO 10,000+ WEBSITES



AWARD-WINNING COLLECTIONS MAGAZINE



EXCLUSIVE MEDIA PARTNERSHIPS



EMAIL CAMPAIGNS TO LOCAL & NATIONAL REALTORS®



STRATEGIC DIGITAL MARKETING AND EXPOSURE



CUSTOM MARKETING AND PRINT CAMPAIGNS

LISTING SUCCESS STORIES

5 4 2 5 ESTATES DRIVE



This home was for sale seven years ago when our client purchased it. After living in it for eight years, he tried to sell it with another agent for 405 days before we took over the listing. We created a customized marketing plan, including a catered barbeque event and a rate buy-down campaign marketed to thousands of REALTORS®. We successfully sold the home in 162 days.

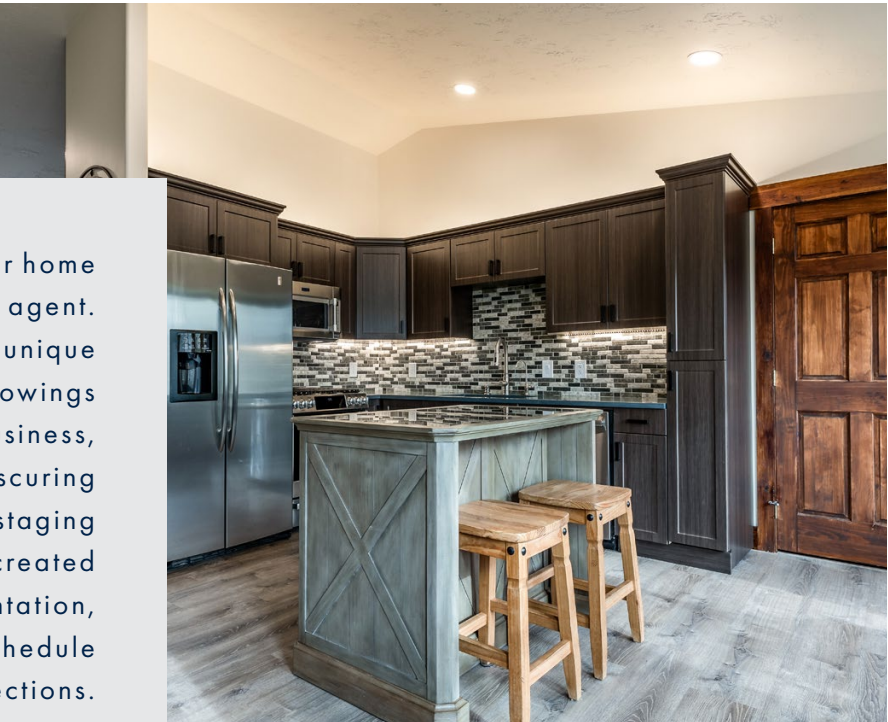
1 2 7 2 E WHILEAWAY



Our client's estate planning attorney wanted her to save the 6% listing fee and sell this homesite for sale by owner to a neighbor for \$750k. She trusted us and we sold it for \$1,150,000 in four days, netting our client over \$300,000 more after paying realtor fees.

7 3 0 E PARKWAY DRIVE

Our clients had tried to sell their home numerous times with another agent. The home presented some unique challenges, such as working showings around our client's home business, and a lack of landscaping obscuring the home next door. Through staging and market preparation, we created a fresh and inviting presentation, worked with our client to schedule showings, and deflected objections. We sold it in six days.



LISTING SUCCESS STORIES
CONTINUED

Just after our client listed this condominium for sale, the HOA announced they were passing a large (over \$100k) assessment, but it was not finalized. We helped our client prepare accurate disclosures and negotiated the sale of his property before the assessment was passed.



1920 CANYONS RESORT DRIVE, #37-D

8871 CHEYENNE WAY



Our clients wanted to set a record price in their subdivision. We helped them prepare their home for the market, which included replacing some worn furnishings with new items they were able to acquire with zero payments until after their home sold. They worked closely with our home stager to declutter and perfectly present their home and achieved a record price in 39 days.

LISTING SUCCESS STORIES

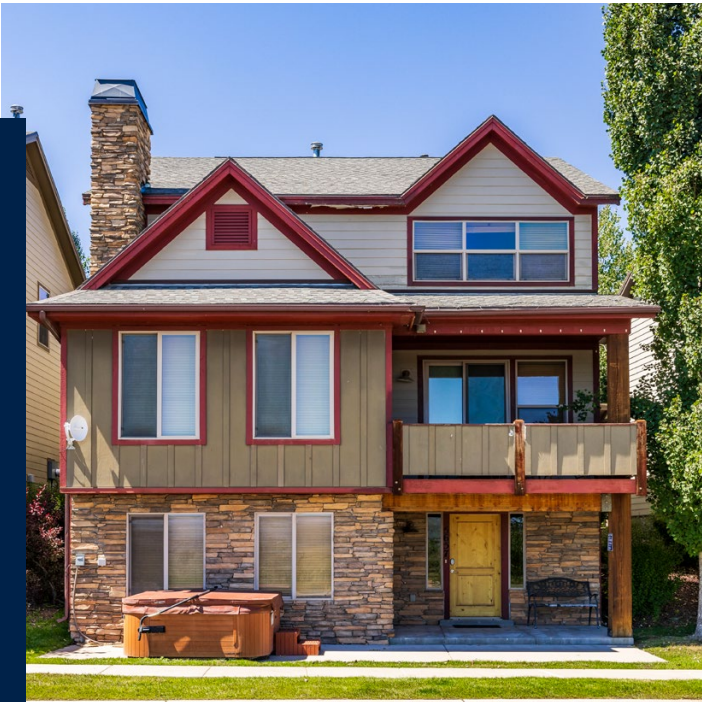
CONTINUED

2830 SOUTH 1040 EAST



Our client tried to sell his home for 47 days with an agent who overpriced his home by 10% and was not present for showings. Our client needed to sell this home to close on his new home. We helped him decide on a price that made sense, we were present for showings, and in a buyer's market with high interest rates, we sold his home in 34 days.

5657 BOBSLED BOULEVARD



This seller was uncomfortable with our full-service listing fee. We advised this client that we were confident we would make up the 1% discount he requested through superior market preparation, marketing, and negotiation. He trusted us. We set a record in his subdivision by selling his home for 10% percent more than the last comparable sale and negotiating the requested repairs down by 50%. He was so pleased with the outcome, he referred his friends to us.

4284 HIDDEN COVE ROAD



This home had a major insurance claim due to ice dam flooding. We first met with the sellers while they were working with their insurance adjuster and helped them prepare their home for the market during the repair phase. We then worked with the seller on accurate disclosures to convey exactly what happened. We did not let a past insurance claim impede the sale of this home and found a buyer in twelve days.

CONNECTED GLOBALLY
OUR GLOBAL REAL ESTATE 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*, we are personally connected to the top real estate agents in the world. We meet with our colleagues several times each year at conferences and events to review the latest trends and best practices in real estate. We are introduced to many of our clients by agents who trust us to take care of their friends and customers.

If you are looking to sell a property anywhere in the world or are considering a purchase in another market, we will introduce you to the best agent there.

One of Nancy's clients was sharing her frustration that she kept losing in multiple offers on a home she was trying to purchase in another state. Nancy introduced that client to a local Sotheby's International Realty agent in that market and within a month, her client closed on her new home. Who you work with matters and we make it our business to know the best agents in every market.



SOTHEBY'S INTERNATIONAL REALTY
26,100 SALES ASSOCIATES | 1,110 OFFICES | 84 COUNTRIES

LUXURY REAL ESTATE
130,000 SALES ASSOCIATES | 3,250 OFFICES | 42 COUNTRIES

Sotheby's
INTERNATIONAL REALTY



SUMMIT SOTHEBY'S CARES

At the close of every escrow, Summit Sotheby's International Realty, and its sales associates, including our partners, 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 \$1,900,000, this program is not about real estate, it is about gratitude and social responsibility.

DONATIONS EXCEEDING
\$2,300,000
TO UTAH'S NON-PROFITS SINCE 2010

OUR PHILANTHROPY

Our 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 our partners support.

BRIGHT FUTURES

CHRISTIAN CENTER OF PARK CITY

HOPE ALLIANCE

MOUNTAIN TRAILS FOUNDATION

PARK CITY BOARD OF REALTORS®
PHILANTHROPIC FOUNDATION

PARK CITY BOARD OF REALTORS®
TURKEY DRIVE

PARK CITY EDUCATION FOUNDATION

PARK CITY FARMER'S MARKET

PAWS FOR LIFE

REINS AT SADDLEVIEW

PARK CITY INSTITUTE

ST. LAWRENCE THRIFT STORE

SOUTH SUMMIT HIGH SCHOOL COMMUNITY
SCHOLARSHIP PROGRAM

WASATCH COUNTY EDUCATION
FOUNDATION

WINTER SPORTS SCHOOL

IN CLOSING

Who you work with matters. Experience counts. Each client situation is unique, and our partners have the experience to help guide you. Selling a home is one of the most important decisions you'll make. Don't take your agent choice lightly.



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