

selling your
HOME

Happy Fulk *and* Tara McGuire
REALTORS®

M 615.587.9116, 615.521.4663

O 615.383.6600

team@happytarahomes.com

happytarahomes.com

TNLIC#: 340878, 340703

@happytarahomes



HAPPY TARA HOMES
REAL ESTATE

PARKS | P

content

helping you sell.

WHO WE ARE

TEAM OBJECTIVE AND STATISTICS

PREPARING YOUR HOME

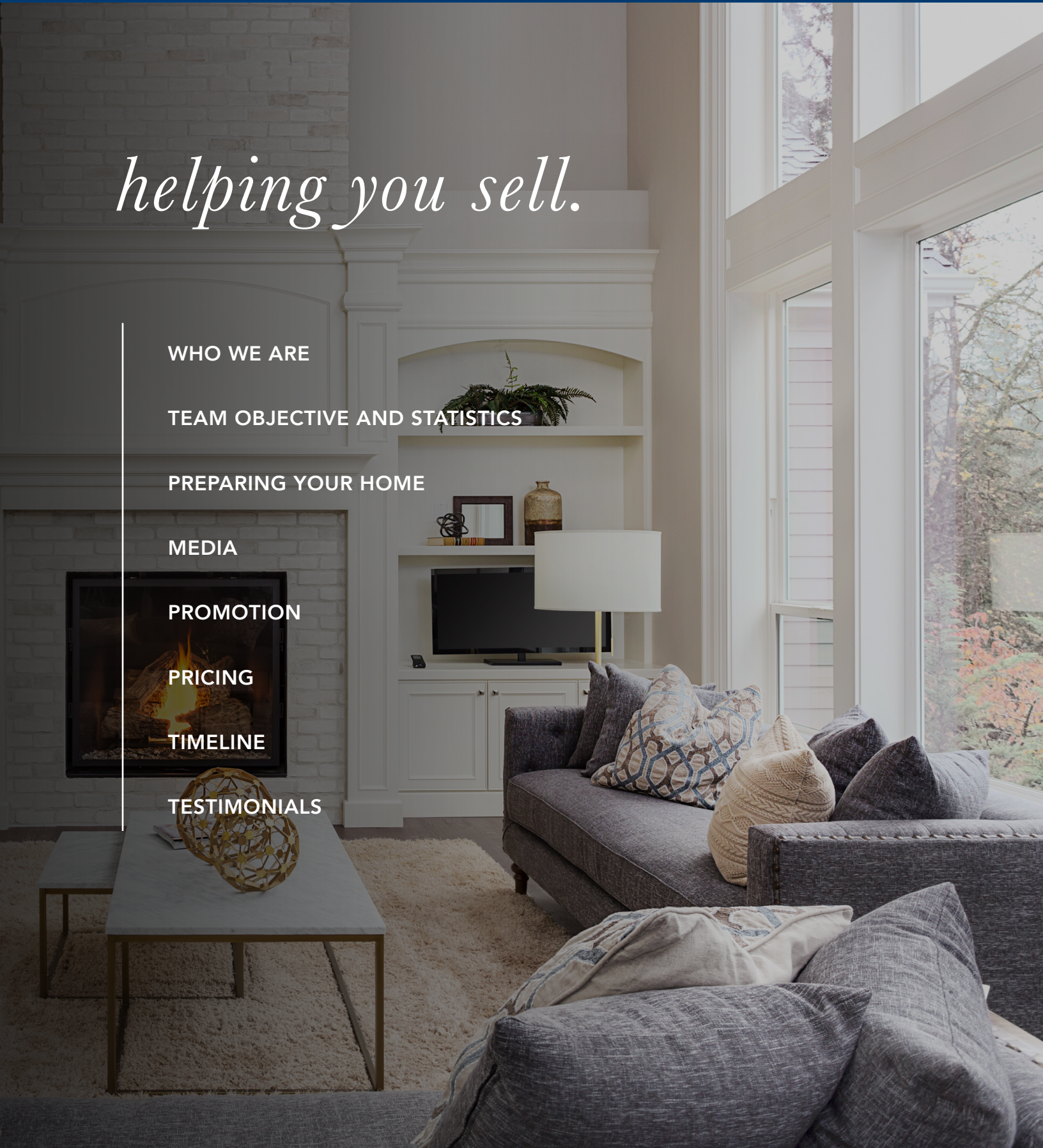
MEDIA

PROMOTION

PRICING

TIMELINE

TESTIMONIALS



who we are



HAPPY FULK

Happy grew up in both Nashville and Knoxville, TN and graduated from The University of TN in Knoxville with a B.A. in Speech Communications. She began her career in radio and TV advertising before finding her love of real estate. Happy is married and has two children, Karlyn and Sam, with her husband Bo. She loves her family, career, traveling, and running. They live in Forest Hills and have loved watching Nashville grow during their time here.



TARA MCGUIRE

Originally from New Orleans, LA, Tara has called Nashville home since 2009. She graduated from the University of Florida with a B.S. in Public Relations and worked in advertising, marketing and sales before transitioning her skills to real estate. Tara currently lives in the Hillwood neighborhood of West Nashville with her husband David, children Maeve and Callum and her dog Sunny. She spends her free time practicing yoga, is an avid reader and loves being outdoors with her family.

team objective and statistics



When you hire a Realtor® to sell your home, you are hiring someone to guide you through the sale of what is likely your largest personal asset. We don't take this lightly — our goal is to make the process as seamless as possible for our sellers with service that goes above and beyond what you would expect. We handle everything from start to finish to get you where you want to be — in the timeline that works best for you.



CONSISTENTLY RANKED
IN TOP 5% OF ALL REALTORS®
IN MIDDLE TENNESSEE

\$50M

AVERAGE SALES VOLUME OF
\$50,000,000 PER YEAR



MULTI-YEAR DIAMOND ELITE
AWARD WINNERS - GREATER
NASHVILLE REALTORS®

99%

AVERAGE CONTRACT TO
LIST PRICE OF 99%

PARKS | P

the PARKS DIFFERENCE

We are the leader in the Middle Tennessee marketplace, and the strength of our brand brings you real advantages.

#1

LARGEST REAL ESTATE FIRM
IN MIDDLE TENNESSEE
Nashville Business Journal

15%

MARKET SHARE
#1 in Middle Tennessee

20%

LUXURY MARKET SHARE
#1 in Middle Tennessee

1,500+

AGENTS
Parks | Pilkerton

preparing your home



From the moment your home hits the market, it needs to look its best. Homes that appear well-maintained, both inside and out, are more desirable and valuable.

our SERVICES

- Consultation to evaluate home condition
- Recommendations on improvements including:
 - Staging
 - Repairs
 - Decluttering
 - Landscaping
 - Painting
- Coordination and execution of work through our extensive network of trusted contractors



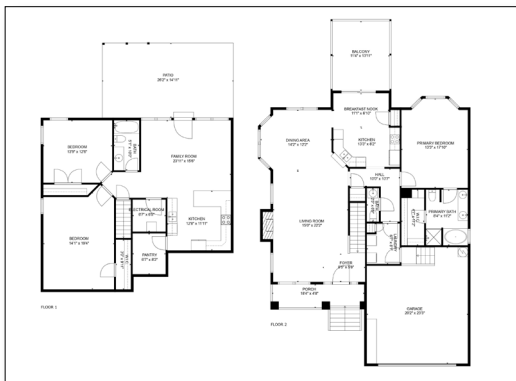
staging examples

media

Your first showing is online — if people like what they see initially, they are more likely to view your house in person. Photos and other media are a critical part of the marketing process.

our visual MEDIA

- Professional photos
- Video tours
- Home measurement / floor plan
- Professionally designed flyers/booklets



home measurements



click for video tour



listing book

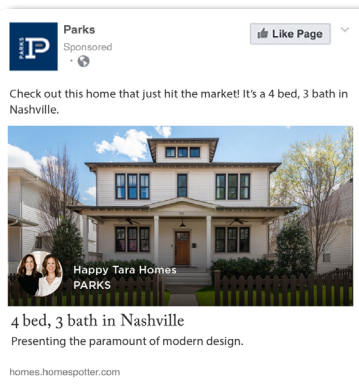


click for video tour

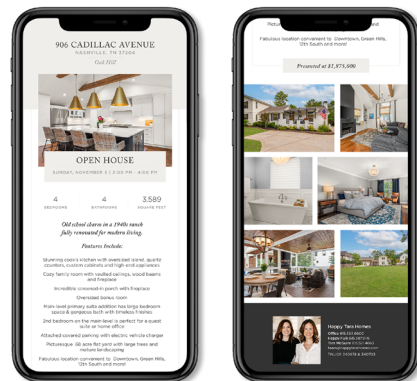
promotion

To increase the chances of getting a strong offer on your home, you need to get as many people in the door as possible. We use the following tools to promote your property:

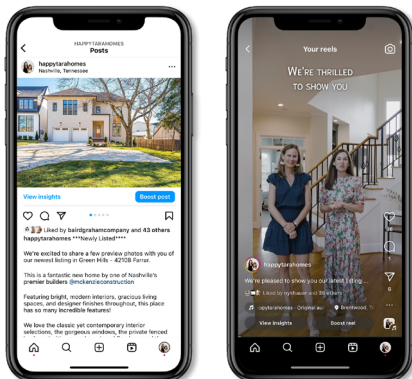
- MLS – Multiple Listing Service, the database realtors use to list and search for properties
- Networking: agent breakfast clubs, office sales meetings, “Coming Soon” forum on Facebook
- Signage – professional yard signs
- Luxury Portfolio International® for homes \$1M & higher
- Social media marketing on Facebook, Instagram & TikTok
- Boost by Home Spotter
- Email blasts
- Open houses
- Showing service to manage showings



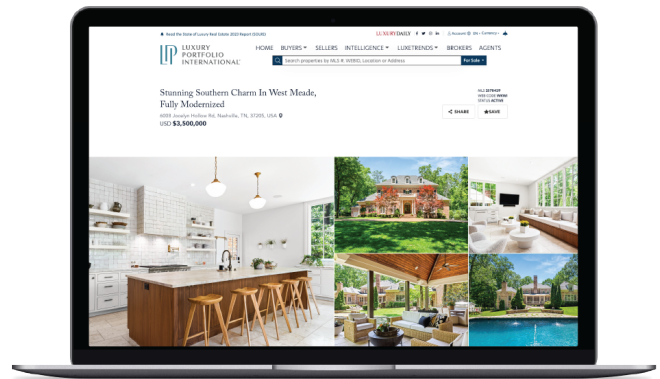
Boost by Home Spotter



email blasts



social media



Luxury Portfolio International®

pricing

determining the value of YOUR HOME



Pricing your home correctly is a critical part of selling within the timeline that best suits your needs. You will receive the most amount of activity and showings when your home initially hits the market.

How we help you price your home:

- Evaluating the data of recent comparable sales
- Knowing the competition – What other homes are going to be considered and how do we position your home as the best option?
- Understanding current market conditions

Every home is different but below are some of the things that play a role in the value of your home:



TENTATIVE LISTING TIMELINE



Week 1

- Sign listing agreement
- Consult on any suggested repairs, touch-ups, staging; book any repairs if needed
- Complete all listing paperwork
- Schedule pictures, videos, measurements



Week 2

- Complete repair and touch-up work at house (if needed)



Week 3

- Professional photos taken of house
- Film video tour of your home
- Equip house with sign and lockbox
- Post in the MLS as a “coming soon”
- Send professionally designed “coming soon” email blast
- Send coming soon information to network of 1500+ Parks/Pilkerton Realtors®
- Post coming soon information to Realtor® facebook group with 4,000 agents
- Coming soon teasers on social media
- Promote to breakfast and networking clubs
- Design and deliver flyer or booklet to the property



Week of Listing

- Broker open breakfast – host agents at the home to preview the property
- Boosted ads on facebook
- Just listed posts on social media
- Share video tour on social media
- Send professionally designed “just listed” email blast
- In MLS as active listing on Wednesday/Thursday
- Open house Sunday

testimonials



"We were so lucky to find Happy Tara homes for the sale of our family home. They made the process completely stress-free. Happy & Tara helped us prioritize what needed to be done to get our house ready to list. They were compassionate about our family's needs and helped us balance what worked best for us with what was needed to sell the home. Never once did they take the easy way out! They both pitched in to make our house 'show-ready.' They found us vendors to help with painting and pressure washing and organizing, and they even spent a day here moving furniture, placing art, and making beds for us. The transaction had the potential to be complicated, but they handled it with total grace. They helped us get the most value out of our home, and we are so grateful. On top of that, Happy and Tara are kind and fun and thoughtful and professional. We enjoyed every minute of working with them and would do it again in a heartbeat" - **Lindsay and John Fa**



"Happy and Tara are top notch. We used them to purchase and then later sell our home when unforeseen circumstances required our family to abruptly move. We have watched them work both sides of a transaction. They are great listeners and always available without delay. They truly understand what is important to their clients and know what details to focus on!" - **Chuck and Jessica Flint**



"Happy Tara Homes helped sell our house within 48 hours and we closed 30 days later. Their knowledge of the Nashville market and their excellent communication made the entire process pleasurable and easy. If you are looking for a stress free home sale, or if you are buying a home in the Nashville area, I highly recommend Happy and Tara! They are a pleasure to work with!!" - **Jonathan and Corey Gephart**



"I had the pleasure of working with the dynamic real estate duo, "Happy Tara Homes," and I couldn't be more thrilled with their exceptional service. From our very first meeting it was clear that their expertise was matched only by their genuine enthusiasm for helping clients in selling their homes. With their insightful market knowledge and strategic approach, my home was sold in the first weekend. They made the process seamless, and their friendly, approachable style was the icing on the cake. If you're in the market to sell your home quickly and efficiently, look no further than Happy Tara Homes. A top-notch experience all around!" - **Derrick Lachney**



"We could not have had asked for better realtors! Tara and Happy are extremely knowledgeable about the market and the business of real estate. Then there is the personable sides to them both as well...finding or selling a house brings on all of the emotions and we felt both supported and "heard" during this process. While this is not the case, my husband and I felt like we were their only clients, we couldn't have had a better experience on both sides as they sold our current home and helped us on the purchase of our new home." - **Khaki Daniel**

GOOGLE US FOR ADDITIONAL REVIEWS



We would love the opportunity to work with you — our goal is to make this the absolute best experience that you have ever had working with a Realtor®!

- Happy & Tara

