



*For the last 16 years,* Phoenix REALTOR<sup>®</sup> Tausha Fournier has chosen to focus on the personal connections she makes with her clients. Those connections often result in referrals, which take her throughout the Valley to work with clients from Glendale to Scottsdale, and everywhere in between. As a native Phoenician, Tausha's area expertise certainly comes in handy. "I spent the first half of my real estate career building up my business, and now I work with so many referrals that my business takes me all over," says Tausha.

Those referrals include experienced buyers and sellers, as well as first-time buyers who get to know Tausha through the first-time home buyer education classes she has taught through Chicanos Por La Causa. "We educate people about how the process works, what to expect, and get them ready to have a successful transaction," she says.

After working with Tausha, her clients often rave about

how well she took care of them and how the relationship evolved from REALTOR<sup>®</sup> to friend. "Real estate is more than just a business transaction. We're talking about where people are going to raise their children and experience all those big life events," Tausha says. "It's a very personal thing and that's why it's so important for us to really connect with our clients. I want them to know when they work with me, we're going to go through it all together. People feel that right away and it makes them comfortable. They know they'll be taken care of."

Just like any good friend, Tausha's philosophy in life and in business is one of honesty and transparency. Believing it's critical for her clients to be informed about what is on the horizon during their transaction, Tausha says, "You'll always know what's happening — good news or bad news — at all times. It's my job to manage my clients' expectations because I can't hide when something goes wrong. I just have to be straightforward, and they always appreciate that."

Equally important is continuing her education as a way to keep up with the constant changes within the industry. "You have to hone your craft, so coaching and education are going to play a huge role in how successful you'll be," Tausha says. "One of the best pieces of advice I ever received was to figure out what you do best and do it over and over. For example, I'm really good at working one-on-one with people, more so than figuring out numbers and statistics. So, I've really focused on expanding that skill set and bringing it with me to each and every transaction. For me, it's been a good formula to live by."

Tausha is excited about what the future holds for her business, as her daughter, Ashley, is now up and coming in the real estate industry. "I enjoy watching her grow and seeing what she brings to this business. I've passed on to her what I know and now we work as a family," Tausha says proudly. "I love this vocation and I'm blessed that Ashley looked up to me enough to want to get into the business herself. Although real estate is always changing, and will look different in the future, there will always be a place for agents to make those strong connections and be part of their clients' house stories. It's exactly what I love most about this job."

*Tausha Fournier*

HomeSmart International | Phoenix, AZ

602.326.1441 | [tfournier@hsmove.com](mailto:tfournier@hsmove.com) | [www.TaushasHomes.com](http://www.TaushasHomes.com)