

# featuredagent

magazine

*Tammy  
Hatch*





## Tammy Hatch

Imagine having four kids under the age of 10. Now, imagine having four kids under the age of 10 and studying to get your real estate license. If that seems nearly impossible, Seattle REALTOR® Tammy Hatch is living proof that it's not. Her love of beautiful homes started early and never stopped. In fact, she recalls many times she told her husband she was going grocery shopping, only to find herself spending hours driving around and dropping in on open houses. "One day I realized I should be selling houses, because I knew more about them than the real estate agents did," she says. "A friend suggested I get my license, so I studied my licensing class online, took the test and passed!"

That was 24 years ago, and Tammy has spent the better part of the last two decades helping home buyers and sellers throughout most of King and South Snohomish counties. She is happy to serve any clients who need her help and has developed a special fondness for first-time home buyers. "They're always so excited, and I love teaching people what they need to know when they're getting into a home," she says. "In a way I kind of treat them like my own

kids. I tell them I would never sell them a house that I wouldn't sell to one of my own children."

Tammy's longevity in the business and deep knowledge of the area — she's a Seattle native — are two great reasons to work with her, but they're certainly not the only ones. "I think I'm real, non-threatening and easy talk to. And I have so much information I can share," she says. Her wide-ranging knowledge of the communities she serves helps clients who aren't quite sure what they're looking for narrow their focus and choose a neighborhood that best fits their lifestyle. Tammy also makes sure to be available to clients whenever they need her, whether they have a pressing question about their transaction or simply need to look at "just one more" house.

She remembers working for a broker early in her career who encouraged her to take the opposite approach; a philosophy she never understood or embraced. "He told me not to take anyone out who wasn't pre-approved. But I remembered when I wanted to look at houses and agents did that to me, it felt disrespectful," she recalls. "My thinking is

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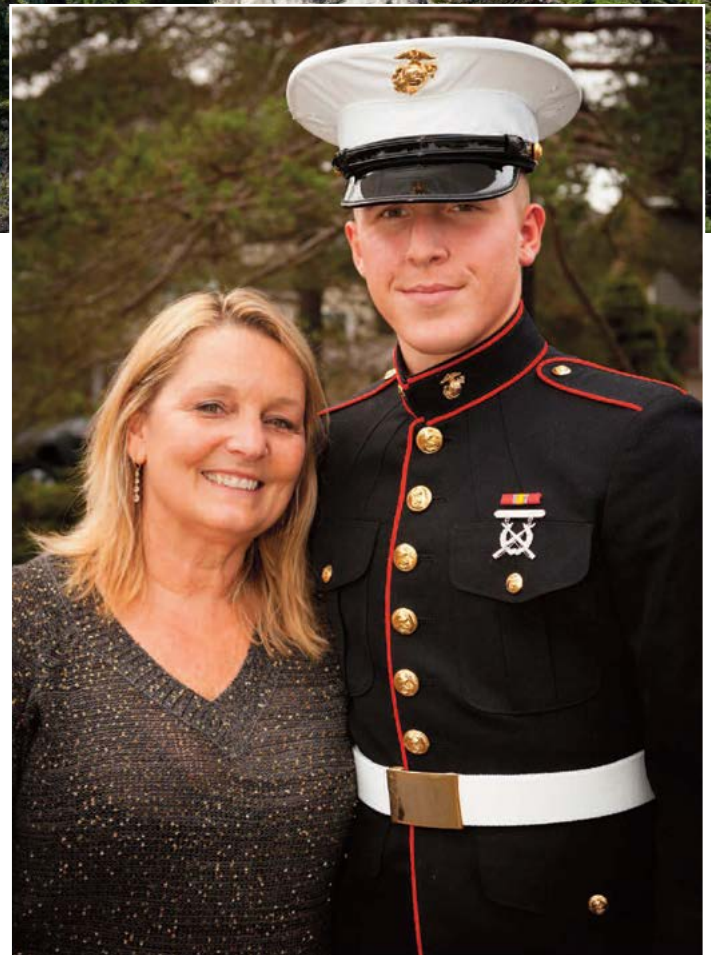
people might not even know they want to buy until that see that perfect house. My way is to get in front of my clients first and establish a relationship. They may not buy for a year or so but now they have a trusted agent they like and when they are ready to buy, my hope is they will reach out to me before anyone else."

When she does get to the stage where she and clients are looking at houses, she knows that, although buyers may tell her they're looking for one thing, they often end up buying the opposite. "People don't always know what they want, especially if they've never bought before, and that's OK," she says. "I've found I have to listen and also look for those non-verbal signs that let me know what clients really think of a listing." Tammy has learned the value of having patience, being a great listener and being willing to put in the work to guide clients

toward what they want. "You just have to get out there and look. I don't mind showing 10 houses in a day to the same buyer," Tammy adds. "For me it's all about following the Golden Rule and treating others the way I would want to be treated in the same situation. I want everyone to be comfortable and know that not every agent is just out there to sell them something."

Tammy's sellers receive an equally impressive level of VIP service. She hires a professional photographer to shoot her clients' listings in HD and always stages vacant homes to appear warm and inviting. She also invests significant time and resources into her marketing, to ensure her listings are being seen by potential buyers in all the right places.

Tammy is also committed to transparency, and believes in telling clients everything they could ever



want or need to know about a listing. Her clients appreciate her thorough approach and have shown their satisfaction through positive feedback that has resulted in being named a Seattle Magazine 5-Star Real Estate Professional for the past seven years. Early in career, she earned Top 1% and Top Producer honors, The Chairman's Award, and was featured in the Wall Street Journal. Recently, she was singled out for inclusion in Masterminds' 100 Most Influential Real Estate Agents in Washington.

Her current position as Managing Broker allows Tammy to enjoy what she calls the best of both worlds — maintaining her client relationships while also having the opportunity to train and help new agents. She foresees a point in her career where her main focus will be mentoring new agents to get their businesses off the ground, but she's not there yet. For now, she will keep doing what she enjoys the most. "I love meeting new people! Before real estate, I used to get bored at my jobs. Now I never get bored because I'm constantly meeting new people and every day is something new and different."

Off-work hours are devoted to activities that help Tammy relax and recharge — hiking, camping, dinner parties with friends and spending time with family. She is especially proud of her son, who is a US Marine.

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