

TAMMY FULCHER

Tammy Fulcher of Grand Rapids, Michigan, combines her lifetime of professional corporate experience with an entrepreneurial spirit and a predilection for intimate interpersonal relationships to fuel her thriving real estate business. “I do things quite a bit differently than most agents. I don’t see people as leads, or transactions, or pipeline fillers – I focus on building rapport and trust in relationships. Every day, I put my integrity and my authenticity at the forefront, and that really comes through for people.”



Prior to entering real estate, Tammy enjoyed a lengthy career in the corporate world. “I spent about twenty years in global and international corporate marketing and branding,” she recalls. “I took a year off to decide which industry was actually the ideal fit for me – I’ve always wanted to build my own business while truly being my authentic self. Real estate lets me combine all of the professional and personal skills I have developed over the years while making lifelong friendships at the same time.”

After becoming a licensed REALTOR® in October of 2018, Tammy launched her career with two different teams at Keller Williams to learn more about the industry and to hone her skills, and eventually joined Five Star Real Estate as an independent agent. “I went into this with a specific mindset,” she exudes. “I’ve never made a cold call or gone door-knocking, and I don’t do random mailers. I target specific people I want to work with – people I feel I can relate to, and who can likely relate to me. Those are the people I feel I can truly serve best. I also am very targeted when it comes to finding off-market homes for my buyers. It’s hard to put these intangibles into words, but the way I approach real estate works for me.” This approach has helped Tammy clear \$5.9

million in volume halfway through 2023 – all based primarily on word-of-mouth and referral business.

Beyond highlighting individual relationships, Tammy also goes to great lengths to hand-tailor her marketing approaches for each listing and every client. “It’s not a one-size-fits-all kind of service. A tailored approach is critical for ensuring the best result. Whether that’s for a seller or for a buyer. This approach is different from just email blasting your database or your CRM.”

As her business continues to grow, Tammy aims to eventually launch a real estate team that embraces unorthodox methodologies while investing in community success. Her passion for support extends into the greater Grand Rapids community, particularly as a champion for at-risk women and children. “I’m very passionate about organizations that help those groups.”



For more information about Tammy Fulcher, please call 616-890-8214 or visit her website: tammysellswestmi.com