

LAS VEGAS

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Tamar
GUZMAN

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POINTING TOWARD WHAT'S POSSIBLE



On an ongoing basis, you help your clients go beyond what they thought they could do. They get an advantage through their transactions because they have your experience, expertise, and solid advice that they can lean on as they contemplate their next moves in life. That's why it means so much to have forward-thinking people like Tamar Guzman on the front lines of real estate.

As a REALTOR® with Platinum Real Estate Professionals in Henderson, Tamar opens the door for her clients — in turn, pointing toward what's possible for them. “I love the whole process — going out and showing homes and finding the right house for buyers,” she says with a smile. “I like the challenge, and there are plenty of those in this business. I've always been the type to do better when under pressure; remember, diamonds are created under pressure, so I guess it's my time to shine.” Tamar admits her favorite part of real estate is seeing firsthand the wealth that can be created as well as helping families grow.

Tamar grew up in a small town near Pasadena, California, where she received an early education in real estate and helped her family manage both residential and commercial real estate at a young age. She's also a first-generation Armenian American, as her great-grandparents were direct decedents of the Armenian genocide. She explains how her grandfather, Noubar, would tell her stories of the adversities they faced growing up and taught her about life lessons, which she uses as a moral compass today “my work ethic comes from him,” she admits proudly.

It was in 2014 when Tamar moved to Las Vegas with her husband, Eric, on military orders at the time. “When I initially moved here, I had no idea what it had in store; we had a son on the way, and I was ready to be a mom,” Tamar remembers. During her pregnancy, she decided to go back to school and finish her degree in psychology, which she completed at UNLV. “Once I completed my degree, I decided to go back to pursue my real passion, which was always real estate.” With a background in Marketing/Management and Psychology, Tamar had all of the ingredients needed to become the rockstar REALTOR® that she is.

Shortly after obtaining her license, Eric received military orders to move to South Korea for a year. “I was essentially a single mom with two boys right before the pandemic,” Tamar remembers. “There was so much uncertainty and what I thought was going to be the most difficult year of my life, but it turned out to be one of the most rewarding because my career went to the next level.”



▶▶ REALTOR® on the rise

Written by Dave Danielson

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Photographed at The Neon Museum

Tamar continues, "There is no secret to my business strategy. It's pretty simple; it's about providing honest feedback and being involved from start to finish. The transaction doesn't end when we go under contract — it's about securing the right lender and getting the numbers aligned with what the client's needs are. It's about building relationships through the process and providing the best possible service. After all, word of mouth is considered the most effective form of advertising."

Much of Tamar's success can also be attributed to her ability to be comfortable with the uncomfortable. "Getting outside our comfort zone is hard, but it's needed every single day in our industry," she says. With an ever-changing market, one must be willing to learn every single day. That

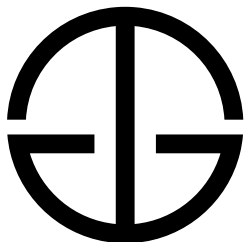
mindset has seen Tamar continuously gaining momentum throughout her real estate career. In fact, as an individual agent, she has recorded \$24.7 million in sales volume over the past 12 months on 48 transactions.

When she's not serving the needs of her clients, Tamar treasures having time with her family — Eric and their two sons, Elijah and Noah. She says, "We definitely work hard and play hard. We take our boys everywhere; we love traveling, attending concerts, games, and playing tennis."

Faith is also a central driver for Tamar and her family in life. "That is very big for us," she admits. "We teach our boys about the importance of God and thanking Him for the countless blessings that He has given us. We put Him first in everything we do."

At the same time, Tamar puts herself in a position for blessings to come to her and her clients through her relentless, helpful efforts. When she's representing a client, she goes all in as if it were her own transaction, "I love winning, and seeing a client win creates the utmost satisfaction and fuels me even more! I think one of the most important reasons for my success thus far has been the support of my husband. Our job takes up a lot of our time, and if it wasn't for his support, none of it would be possible."

Congratulations to Tamar Guzman for her tireless efforts and vision ... having the foresight and ability to point those around her on toward what's possible.



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